

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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R 080555Z APR 76

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 1066

UNCLAS SOFIA 0759

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: PROPOSED PENN STATE IOGA TRADE MISSION

REF: STATE 076269

1. COMMENTS ON THEMES PROPOSED BY PARA (2) OF
REFTEL.

(A) AGRICULTURAL MACHINERY, ELECTRONICS, METALLURGY
OR PETROCHEMICAL PROCESSING. SEVENTH FYP IS NOT YET
FINALIZED, BUT GUIDELINES EMPHASIZE RAPID DEVELOPMENT
AND INVESTMENT IN EACH OF ABOVE AREAS. PETROCHEMICAL
PROCESSING WILL COMPRISE LARGEST INDIVIDUAL SHARE OF
INVESTMENT BUDGET. MAJOR INVESTMENTS IN METALLURGY
WILL BE TO MODERNIZE AND RENOVATE EXISTING
KREMIKOVTSI AND LENIN IRON AND STEEL WORKS. ELECTRONICS
AND COMPUTER RELATED PRODUCTION ARE TO GROW RAPIDLY,
BUT EXPORT CONTROL MAY REDUCE COMMERCIAL POTENTIAL IN
THIS FIELD. AS REGARDS AG MACHINERY, BULGARIANS ARE
INTERESTED IN MOST MODERN EQUIPMENT FOR IMPLEMENTING
THEIR LARGE-SCALE AGRICULTURAL PROJECTS. SALES OF
ACTUAL MACHINERY MIGHT BE LIMITED BY TRANSPORTATION
COSTS; BULGARIANS WOULD PROBABLY BE MORE INTERESTED IN
LICENSING AND/OR COMPENSATION AGREEMENTS FOR SOME TYPE
OF COOPERATIVE PRODUCTION. IN ALL THEMES STATE OF THE
ART FOR AN ENTIRE INDUSTRY MAY BE TOO BROAD FOR GOOD
COMMERCIAL RESULTS.

(B) QUALITY CONTROL SYSTEMS AND MAINTENANCE FOR FOOD
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PROCESSING AND PACKAGING. PLOVDIV '75 THEME ON FOOD

PROCESSING EQUIPMENT WAS SUCCESSFUL, AND QUALITY CONTROL AND MAINTENANCE COULD PROVIDE USEFUL FOLLOW-UP ON EXISTING MARKET.

2. EMBASSY GENERALLY SHARES PRAGUE COMMENTS ON PROBLEMS OF GEOGRAPHIC BASED PROMOTIONS, BUT FEELS THAT SPECIALIZED, WELL ORGANIZED PRESENTATIONS ON ABOVE TOPICS HAVE GOOD SALES POTENTIAL. IOWA AND GEORGIA IOGAS IN 1974 WERE CONSIDERED SUCCESSFUL BY MISSIONS THEMSELVES AND DID RESULT IN NEW BUSINESS.

3. TIMING OF MISSION CAUSES NO DIRECT PROBLEM, BUT PREPARATION FOR PLOVDIV FAIR (SEPT 3-11) AND LARGE SCALE PERSONNEL TURNOVER DURING SUMMER MONTHS WILL MAKE IT DIFFICULT FOR EMBASSY TO PROVIDE SUBSTANTIAL ASSISTANCE PRIOR TO MID-SEPTEMBER.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976SOFIA00759
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760132-1116
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760482/aaaacsgm.tel
Line Count: 78
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 76269
Review Action: RELEASED, APPROVED
Review Authority: MartinML
Review Comment: n/a
Review Content Flags:
Review Date: 10 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 JUN 2004 by SilvaL0>; APPROVED <04 JAN 2005 by MartinML>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED PENN STATE IOGA TRADE MISSION
TAGS: BEXP, BU
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006